g' C. Gisella Cianci
Senior Product Designer

Senior Product Designer
MySwimPro | 05/2021 – 12/2024

MySwimPro is a fitness app that leverages AI to deliver personalized training plans, guided workouts, technique videos, and rich performance analytics—empowering swimmers to train smarter and reach their goals faster.

Led vision and strategy for a full rebrand and redesign across iOS, Android, web, and Apple Watch, including a scalable design system. Drove growth initiatives across acquisition, monetization, and the Apple storefront, doubling ARPU and subscriptions through A/B testing. Partnered with engineering, marketing, and customer support to launch intuitive, revenue-driving experiences. Increased weekly engagement by 16.2% with AI-driven personalization. Boosted revenue by 10.2% through innovative feature enhancements.

Product Designer
Social Fabriq | 01/2019 – 05/2021

Fabriq is a relationship wellness app that helps you stay meaningfully connected with the people who matter most through intentional reminders, personal notes, and smart tracking, so you never lose touch, even when life gets busy.

Designed and launched two apps from the ground up—Fabriq (acquired) and Reals (pivoted)—leading user research, high-fidelity design, and cross-functional execution. Built scalable design systems to speed development and reduce dependencies. Conducted weekly user interviews that shaped product direction and drove Fabriq's success.

Product Designer
MeetMindful | 09/2018 – 01/2019

MeetMindful was a dating app designed to connect like-minded people interested in mindfulness, wellness, and intentional living

Designed and prototyped premium features (paywalls, home feed, pricing UI), increasing conversion and subscription revenue. Integrated motion design and microinteractions to enhance engagement. Conducted heuristic evaluations with Customer Service to guide feature iterations.

Domus Academy
Masters in Visual Brand Design
Sept 2012 – July 2013
Milan, Italy

Colorado State University
Bachelors in Fine Arts
Graphic Design Major
Aug 2006 – Dec 2010

School of Motion
Figma | Sketch | Invision | Adobe Creative Suite | Rive | Amplitude | Dovetail | Maze

NCAA Division I
Swimmer
2006 – 2010

Design & Research
Agile | Story Mapping | Design Strategy | Product Thinking | Interaction Design | Journey Mapping | Wireframing | User Flows | Product Strategy | Design System | Prototyping | Competitive Analysis | Usability Testing | Mobile App | Web | Wearables | High Fidelity | UI Motion Design | Data-informed Design | AI

CARMEN GISELLA CIANCI